



ORDER

Flight Dates **10/31/12-11/06/12**

Contract / Revision **313759 /**
Original Date / Revision
 10/03/12 10/03/12
Advertiser **Paton / Republican / Congre**

Product
Paton for Congress
Agency Com 15%
Billing Contact
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**
Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 125000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	25000
KPNX	20%	25000
KPPX	%	0
KSAZ	20%	25000
KTVK	20%	25000
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	37	\$21,250.00	\$25,000.00	0.00	10/29/12	11/06/12	37	\$21,250.00	\$25,000.00
Totals	37	\$21,250.00	\$25,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/31/12	11/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	--WTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$250.00		0.00			
N 2	KNXV	11/05/12	11/06/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$250.00		0.00			
N 3	KNXV	10/31/12	11/02/12		CM	7am-9am	--WTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00



KNXV

Print Date: 10/03/12

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Contract / Revision **313759** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:20:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					2	\$250.00		0.00			
N 4	KNXV	11/05/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$250.00		0.00			
N 5	KNXV	10/31/12	11/02/12	M-F 10am-11am The View	CM	10am-11am	-- WTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					2	\$450.00		0.00			
N 6	KNXV	11/05/12	11/06/12	M-F 10am-11am The View	CM	10am-11am	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$450.00		0.00			
N 7	KNXV	10/31/12	11/02/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-- WTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$250.00		0.00			
N 8	KNXV	11/05/12	11/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
N 9	KNXV	10/31/12	11/02/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-- WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$550.00		0.00			
N 10	KNXV	11/05/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$550.00		0.00			
N 11	KNXV	10/31/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-- WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$550.00		0.00			
N 12	KNXV	11/05/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$550.00		0.00			
N 13	KNXV	10/31/12	11/02/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-- WTF--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$650.00		0.00			
N 14	KNXV	11/05/12	11/05/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$650.00		0.00			
N 15	KNXV	10/31/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-- WTF--	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$850.00		0.00			



KNXV

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Order Sep 00:20:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	10/31/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-- WTF--	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- WTF--	3				\$850.00		0.00				
N 16	KNXV	11/05/12	11/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----	1				\$850.00		0.00				
N 17	KNXV	11/05/12	11/05/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----	1				\$8,500.00		0.00				
N 18	KNXV	11/03/12	11/03/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-	1				\$350.00		0.00				
N 19	KNXV	11/04/12	11/04/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S	1				\$350.00		0.00				
N 20	KNXV	11/04/12	11/04/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S	1				\$350.00		0.00				
Totals														37	\$25,000.00